

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1. – 11. (Canceled)

12. (Currently Amended) A method for using an advertisement in a set-top box (STB) of a television network, wherein the method is performed at the STB, the method comprising:

receiving, in the STB, advertisement selection information for a plurality of associations of a determined advertisement space with a determined advertisement, wherein the advertisement selection information comprises a probability value corresponding to each of the plurality of associations;

triggering a selection of an advertisement for the determined advertisement space;

generating, in the STB, a random value or a pseudo-random value;

attributing a range of values to each probability value received in the STB, wherein the range of values corresponding to each probability value is attributed so as to avoid overlap with distinct associations comprising the determined advertisement space;

selecting the determined advertisement when the random value or the pseudo-random value falls into the range of values corresponding to an association containing the determined advertisement and the determined advertisement space[[],]; and

upon selection of the determined advertisement, displaying the selected advertisement.

13. (Previously Presented) The method for using an advertisement according to claim 12, further comprising:

computing a value of probability for selecting the determined advertisement for the determined advertisement space depending on at least a desired number of times that the determined advertisement is to be displayed,

broadcasting the value of probability through the television network.

14. (Previously Presented) The method for using an advertisement according to claim 13, further comprising:

computing the value of probability depending on the desired number of times that the determined advertisement is to be displayed within a determined period of time.

15. (Previously Presented) The method for using an advertisement according to claim 12, further comprising:
broadcasting the determined advertisement through the television network,
retrieving in the STB the determined advertisement on selecting the determined advertisement,
displaying the determined advertisement in the determined advertisement space.
16. (Previously Presented) The method for using an advertisement according to claim 13, further comprising:
broadcasting the determined advertisement through the television network,
retrieving in the STB the determined advertisement on selecting the determined advertisement,
displaying the determined advertisement in the determined advertisement space.
17. (Previously Presented) The method for using an advertisement according to claim 14, further comprising:
broadcasting the determined advertisement through the television network,
retrieving in the STB the determined advertisement on selecting the determined advertisement,
displaying the determined advertisement in the determined advertisement space.
18. (Previously Presented) The method for using an advertisement in a STB according to claim 12, further comprising:
storing the determined advertisement in the STB.
19. (Currently Amended) A method for obtaining advertisement selection information in a set-top box on a broadcast side in a television network, the advertisement selection information comprising values of probabilities, the method comprising:
determining for a determined advertisement a final number of selections respectively for each one of a plurality of advertisement spaces[.];
converting each of the ~~obtained~~ final number[[s]] of selections into the values of probabilities for selecting the determined advertisement in each of the respective ~~one or~~ plurality of advertisement spaces[.]; and

broadcasting the ~~one or plurality~~ of values of probabilities for selecting the determined advertisement.

20. (Currently Amended) The method for ~~obtaining advertisement selection probability~~ according to claim 19, further comprising:

computing for the determined advertisement the final number of selections respectively for each one of the one or the plurality of advertisement spaces, depending on a predetermined number of times for displaying the determined advertisement.